22nd Edition

Newspaper and Newsprint Fa[illegible] at a Glance 1979

Newsprint Information Committee, 633 Third Avenue, New York, N.Y. 10017

ABITIBI-PRICE
BOWATER CANADIAN
B.C. FOREST PRODUCTS
CONSOLIDATED-BATHURST
CROWN ZELLERBACH CANADA
DOMTAR
GREAT LAKES
MACLAREN
MACMILLAN BLOEDEL
MACMILLAN ROTHESAY
ONTARIO PAPER
Q.N.S. PAPER

BEST AVAILABLE COPY

To The Reader:

For more than a score of years now, the Newsprint Information Committee has published this annual compendium about newspapers and newsprint.

Newspaper and Newsprint Facts at a Glance originally was developed as a service for customers of the Canadian newsprint producers making up the Newsprint Information Committee. Since then, however, many others have come to rely upon the booklet as a basic source of information about these mutually dependent industries.

Over the years, the Newsprint Information Committee also has sponsored ten research projects in behalf of the newspaper industry. According to the Newspaper Advertising Bureau, these efforts have helped sell tens of millions of dollars worth of newspaper advertising.

Highlights of these research projects begin on page 16 of this 22nd edition. Complete results of the ten studies are available from the NAB.

A listing of the 12 Canadian newsprint producers constituting the Newsprint Information Committee appears on page two.

NEWSPRINT INFORMATION COMMITTEE
633 Third Avenue, New York, N.Y. 10017
(212) 697-5600

THE NEWSPRINT INFORMATION COMMITTEE

Members of the Newsprint Information Committee and their service representatives in the United States:

Abitibi-Price Inc.
Abitibi-Price Sales Corp.

Bowater Canadian Limited
Bowater Sales Co.

British Columbia Forest Products Ltd.
Crofton Paper Company, Inc.

Consolidated-Bathurst Inc.
Consolidated Newsprint, Inc.

Crown Zellerbach Canada Ltd.
Crown Zellerbach Corp.

Domtar Inc.
Domtar Industries Inc.

Great Lakes Forest Products Limited
Lake Superior Newsprint Co.

The James Maclaren Company Ltd.
Maclaren Newsprint Sales Ltd.

MacMillan Bloedel Limited
Powell River-Alberni Sales Corp.

MacMillan Rothesay Limited
MacMillan Bloedel Sales

The Ontario Paper Company Limited

Q.N.S. Paper Company Limited

1980 NEWSPRINT CAPACITY BY PRODUCERS

Canadian Mills	1980 Capacity in Metric Tons*	
Abitibi-Price Inc. (Group Total)		1,836,000
Alma, Que.	259,000	
Beaupre, Que.	137,000	
Chandler, Que.	208,000	
Fort William, Ont.	118,000	
Grand Falls, Nfld.	261,000	
Iroquois Falls, Ont.	285,000	
Kenogami, Que.	160,000	
Pine Falls, Man.	163,000	
Sault Ste. Marie, Ont.	99,000	
Thunder Bay, Ont.	146,000	
Boise Cascade Canada Ltd.		
Kenora, Ont.		218,000
Bowater Canadian Limited (Group Total)		517,000
Corner Brook, Nfld.	356,000	
Liverpool, N.S. (Mersey)	161,000	
British Columbia Forest Products Ltd.		
Crofton, B.C.		263,000
Canadian International Paper Co.		
(Group Total)		1,034,000
Dalhousie, N.B.	260,000	
Gatineau, Que.	471,000	
Trois Rivières, Que.	303,000	
Consolidated-Bathurst Inc. (Group Total)		936,000
Shawinigan Falls, Que.	333,000	
Grand 'Mere, Que.	223,000	
Port Alfred, Que.	296,000	
Trois Rivières, Que.	84,000	
Crown Zellerbach Canada Ltd.		
Elk Falls, B.C.		252,000
Domtar Inc. (Group Total)		253,000
Donnacona, Que.	49,000	
Dolbeau, Que.	137,000	
Red Rock, Ont.	67,000	

*Preliminary
Source: Canadian Pulp & Paper Assoc.

Canadian Mills (cont.)		1980 Capacity in Metric Tons*
Donohue Inc., Clermont, Que.		230,000
Great Lakes Forest Products Ltd. Thunder Bay, Ont.		378,000
Kruger Inc. (Group Total)		428,000
Bromptonville, Que.	177,000	
Trois Rivières, Que.	251,000	
James Maclaren Co. Ltd. Buckingham, Que.		155,000
MacMillan Bloedel Ltd. (Group Total)		1,136,000
Port Alberni, B.C.	371,000	
Powell River, B.C.	460,000	
MacMillan Rothesay Ltd. St. John, N.B.	305,000	
Nova Scotia Forest Industries Ltd. Port Hawkesbury, N.S.		148,000
Ontario Paper Co. Ltd. (Group Total)		637,000
Thorold, Ont.	220,000	
Q.N.S. Paper Co. Ltd. Baie Comeau, Que.	417,000	
Reed Paper Ltd., Quebec, Que.		324,000
St. Raymond Paper Ltd. St. Raymond, Que.		4,000
F. F. Soucy Inc., Rivière-du-Loup, Que.		159,000
Spruce Falls Power & Paper Co. Ltd. Kapuskasing, Ont.		308,000
TOTAL CANADIAN CAPACITY		9,216,000

*Preliminary
Source: Canadian Pulp & Paper Assoc.

United States Mills	1980 Capacity in Metric Tons
Abitibi Southern Corp., Augusta, Ga.	144,000
Bear Island Paper Co., Doswell, Va.	106,000
Boise Cascade Corp., Steilacoom, Wash.	157,000
Boise-Price Southern Newsprint Corp. DeRidder, La.	209,000

United States Mills (cont.)	1980 Capacity in Metric Tons	
Bowater Southern Paper Corp., Calhoun, Tenn.		577,000
Catawba Newsprint Co., Catawba, S.C.		198,000
Crown Zellerbach Corp. (Group Total)		154,000
Port Angeles, Wash.	34,000	
Wauna, Ore.	120,000	
FSC Paper Corp., Alsip, Ill.		95,000
Garden State Paper Co., Inc. (Group Total)		280,000
Garfield, N.J.	182,000	
Pomona, Calif.	98,000	
Great Northern Paper Co. E. Millinocket, Maine		295,000
Inland Empire Paper Co., Millwood, Wash.		36,000
International Paper Co. (Group Total)		268,000
Mobile, Ala.	110,000	
Pine Bluff, Ark	158,000	
Kimberly-Clark Corp., Coosa River Newsprint Div. Coosa Pines, Ala.		381,000
Manistique Pulp & Paper Co. Manistique, Mich.		27,000
North Pacific Paper Co., Longview, Wash.		190,000
Publishers' Paper Co. (Group Total)		357,000
Newberg, Ore.	146,000	
Oregon City, Ore.	211,000	
Southeast Paper Manufacturing Co. Dublin, Ga.		134,000
Southland Paper Mills (Div., St. Regis Paper Co.) (Group Total)		591,000
Houston, Tex.	283,000	
Lufkin, Tex.	308,000	
Southwest Forest Industries, Inc. Snowflake, Ariz.		144,000
TOTAL U.S. CAPACITY		4,343,000

Source: ANPA, American Paper Institute

CANADA LEADS WORLD IN NEWSPRINT PRODUCTION

Source: CPPA

1979
Production, 000's*

Nation	Metric Tons	Percent of Total
Canada	8,756	35.5
United States	3,685	15.0
Japan	2,537	10.3
Sweden	1,479	6.0
U.S.S.R.	1,450	5.9
Finland	1,332	5.4
West Germany	574	2.3
Norway	570	2.3
Britain	345	1.4
France	310	1.3

*Estimated
Total World Production (1979 Est.)—**24,636,000 metric tons**
(Total includes People's Republic of China.)

U.S. IS WORLD'S LEADING CONSUMER OF NEWSPRINT

Source: CPPA

1979
Demand, 000's*

Nation	Metric Tons	Percent of Total
United States	10,106	41.1
Japan	2,448	9.9
Britain	1,345	5.5
West Germany	1,207	4.9
U.S.S.R.	1,147	4.7
Canada	971	3.9
France	638	2.6
Australia	505	2.1
Netherlands	434	1.8
Brazil	310	1.3
India	296	1.2

*Estimated
Total World Demand (1979 Est.)—**24,614,000 metric tons**
(Total includes People's Republic of China.)

THE PRICE OF NEWSPRINT—1928-1979*

	Short Tons		Short Tons
1928	$ 67.50	1955	$126.00
1929	62.00	1956	130.00
1930	62.00	1957	133.00
1931	57.00	1958	134.00
1932	48.33	1959	134.00
1933	41.25	1960	134.00
1934	40.00	1961	134.00
1935	40.00	1962	134.00
1936	41.00	1963	134.00
1937	42.50	1964	134.00
1938	50.00	1965	134.00
1939	50.00	1966	136.92
1940	50.00	1967	140.50
1941	50.00	1968	142.00
1942	50.00	1969	147.00
1943	54.66	1970	152.00
1944	58.00	1971	157.33
1945	60.25	1972	164.58
1946	72.25	1973	175.00
1947	88.50	1974	210.00
1948	97.67	1975	260.00
1949	100.00	1976	282.50
1950	101.00	1977	302.50
1951	111.00	1978	320.00
1952	121.00		
1953	126.00		Metric Tons
1954	126.00	1979	$386.11

*Annual average contract price per ton delivered at New York City. Prices through 1973 are for 32-lb. paper; thereafter for 30-lb. One metric ton equals 1.1023 short tons.

NEWSPRINT AS AN ELEMENT OF TOTAL PUBLISHING COST

Typical dailies	1958	1978	1979
Daily of 750,000 circulation	35.1%	33.9%	**33.1%**
Daily of 250,000 circulation	NA	35.6%	**34.9%**
Daily of 50,000 circulation	19.8%	26.7%	**26.7%**
Daily of 9,000 circulation	8.7%	11.4%	**12.2%**

(85% of all dailies have less than 50,000 circulation)

U.S. NEWSPRINT CONSUMPTION 30-POUND BASIS WEIGHT 1950-1979

Year	Short Tons (Thousands)	Year	Short Tons (Thousands)
1950	5,566	1965	8,016
1951	5,602	1966	8,582
1952	5,614	1967	8,660
1953	5,759	1968	8,744
1954	5,778	1969	9,239
1955	6,223	1970	9,119
1956	6,468	1971	9,250
1957	6,436	1972	9,941
1958	6,229	1973	10,197
1959	6,704	1974	10,104
1960	6,962	1975	9,174
1961	6,919	1976	9,579
1962	7,018	1977	10,232
1963	7,075	1978	10,872
1964	7,539	Year	Metric Tons (Thousands)
		1979	10,197

Source: ANPA
Note: Tonnage for years prior to 1974 has been recalculated to a 30-pound basis for comparative purposes.
To convert short tons to metric tons, divide short tons by 1.1023.

NEWSPRINT MISCELLANY

Basis Weight/Grammage

The weight in pounds of a ream (500 sheets) of newsprint 24 by 36 inches (equal to 3,000 square feet) is its basis weight. Virtually all U.S. and Canadian newsprint capacity is on a nominal 30-lb. basis weight standard. In metric terms, this is expressed as grammage, or the weight in grams of one sheet of newsprint measuring one square meter. Thus a 30-lb. basis weight is equivalent to a grammage of 48.8 (more frequently expressed as 48.8 g/m²).

Basis weight/grammage conversion tables appear on page 27.

Offset Newspapers

ANPA reports that 1,340 of the nation's 1,779 daily newspapers were printed by offset in 1979. They represented 75.3 percent of the total number of U.S. dailies and 42.2 percent of total circulation.

Newsprint Storage

Ideal storage of newsprint is at room temperature of 60 to 70 degrees and relative humidity of 50 percent, the conditions under which newsprint is manufactured.

To restore moisture lost in transit, some experts advocate "conditioning" the newsprint rolls by on-premises storage under these conditions for several weeks prior to use.

Many newspapers employ commercial or improvised humidifiers in pressroom storage space to maintain humidity as an aid to runability.

Newsprint and Environment

Wood for newsprint is a renewable natural resource. In Canada, it comes from nearly a million square miles of forest, 80 percent owned by the public. Wood is harvested in accordance with rules laid down by the provincial governments.

The forests are managed so as to give perpetual yield. The annual cut is far less than annual growth. Thus the current wood supply can be maintained in perpetuity. Mature trees left unharvested fall prey to fire, insects, disease, and decay.

Canadian mills are involved in a costly long-term anti-pollution program. Meanwhile, both government and industry researchers continue to seek improved methods of waste disposal.

More than two million tons of old newspapers are recycled annually in the U.S. They go into such products as paperboard, wallboard, insulation and more than 500,000 tons of reprocessed newsprint.

NORTH AMERICAN NEWSPRINT
CAPACITY, PRODUCTION, CONSUMPTION, SOURCES OF SUPPLY

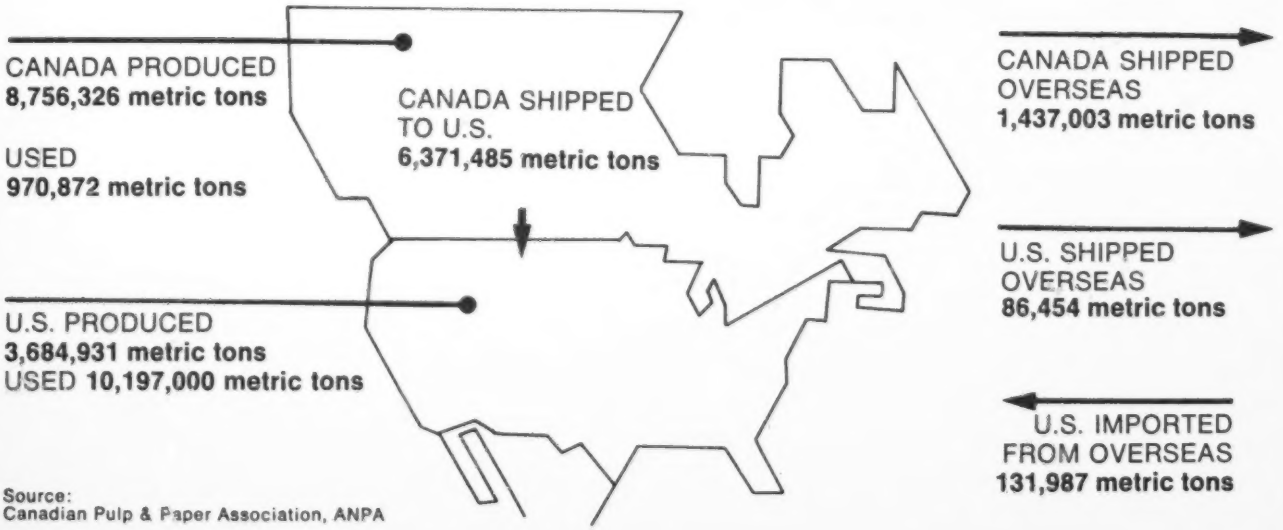
Sources: ANPA, Canadian Pulp & Paper Assn.

	1980* Metric Tons	1979 Metric Tons	1970 Metric Tons	1960 Metric Tons
CAPACITY				
U.S. Mills	4,343,000	3,878,000	3,081,000	2,176,000
Canadian Mills	9,216,000	9,063,000	8,891,000	6,905,000
	13,559,000	12,941,000	11,972,000	9,081,000
PRODUCTION				
U.S. Mills		3,684,931	3,003,000	1,849,000
Canadian Mills		8,756,326	7,808,000	6,114,000
		12,441,257	10,811,000	7,963,000
U.S. CONSUMPTION				
By all Users		10,197,000**	8,659,000	6,243,000
By Daily & Sunday Newspapers		7,881,417**	7,404,000	5,773,000
% of total consumption		77.3%**	85.5%	92.4%
U.S. SOURCES OF SUPPLY				
From Canada		63%	64%	72%
From U.S.		36%	33%	26%
From Overseas		1%	3%	2%

NOT AVAILABLE

*Preliminary
**See footnote, page 15
To convert metric tons to short tons, multiply by 1.1023.

FLOW OF NORTH AMERICAN NEWSPRINT, 1979



Source:
Canadian Pulp & Paper Association, ANPA

DATA ON U.S. NEWSPAPERS

U.S. Daily Newspaper Circulation[1]	1979	1978	1968
361 Morning Newspapers	26,643,584	26,661,094	24,406,780
1,386 Evening Newspapers	32,850,655	33,451,331	35,775,411
Total (1,769 Dailies)	62,088,960[2]	61,835,585	61,871,816
U.S. Sunday Newspapers (694)	53,545,394	53,185,538	49,206,327
U.S. Weekly Newspapers (7,954)[3]	42,347,512[3]	40,243,795	25,3[illegible],691
Average Pages Printed—			
U.S. Dailies			
A.M. Papers	70**	64**	47
P.M. Papers	59**	56**	46
Sunday Papers	207**	196**	141
Advertising Revenue[4]			
U.S. Daily and Sunday Newspapers	$14,493,000,000	$12,732,000,000	$5,232,000,000

1. ABC. 2. Includes 22 all-day newspapers, total circulation 2,594,721.
3. National Newspaper Association; Ayer Press lists 7,851 weeklies, 560 semiweeklies and 86 triweeklies.
4. Newspaper Advertising Bureau. **Includes preprints on a linage basis.

LARGEST U.S. DAILIES

Circulation*		1979 Newsprint Usage** (Metric Tons)
1,798,416	Wall Street Journal (m)	100,846
1,554,604	New York News (m)	213,190
1,024,322	Los Angeles Times (m)	375,578
914,938	New York Times (m)	276,741
789,767	Chicago Tribune (m, e)	214,097
657,275	Chicago Sun-Times (m)	108,863
654,314	New York Post (e)	45,360
630,573	Detroit News (e)	122,471
601,721	Detroit Free Press (m)	90,719
601,417	Washington Post (m)	155,130
506,600	San Francisco Chronicle (m)	(not issued)
492,580	Newsday (Long Island, N.Y.) (e)	87,634
491,682	Boston Globe (m, e)	99,791

*ABC Publishers' Statements, total average paid circulation for 6 months ended March 31, 1980.
**Editor & Publisher.

1979 NEWSPAPER NEWSPRINT CONSUMPTION BY STATES*

East North Central States	Metric Tons
Illinois	446,826
Indiana	144,750
Michigan	327,333
Ohio	384,069
Wisconsin	150,320
Total	1,453,298

East South Central States	
Alabama	68,847
Kentucky	78,227
Mississippi	32,280
Tennessee	118,089
Total	297,443

Middle Atlantic States	
New Jersey	248,711
New York	815,871
Pennsylvania	410,598
Total	1,475,180

South Atlantic States	
Delaware	16,036
District of Columbia	199,456
Florida	443,604
Georgia	136,708
Maryland	95,653
North Carolina	116,895
South Carolina	53,409
Virginia	111,887
West Virginia	31,390
Total	1,205,038

West North Central States	
Iowa	70,132
Kansas	44,228
Minnesota	126,682
Missouri	179,190
Nebraska	47,432
North Dakota	13,634
South Dakota	10,713
Total	492,011

Mountain States	
Arizona	104,105
Colorado	156,819
Idaho	17,066
Montana	14,834
Nevada	32,540
New Mexico	24,150
Utah	36,872
Wyoming	6,177
Total	392,563

New England States	Metric Tons
Connecticut	109,710
Maine	20,823
Massachusetts	222,295
New Hampshire	13,674
Rhode Island	31,912
Vermont	7,139
Total	405,553
West South Central States	
Arkansas	44,568
Louisiana	120,046
Oklahoma	85,479
Texas	579,158
Total	829,251
Pacific States	
Alaska	9,693
California	1,046,241
Hawaii	30,990
Oregon	93,066
Washington	151,090
Total	1,331,080

Source: ANPA

*The ANPA has compiled figures giving newsprint consumption for 1979 by 1,760 dailies of 7,881,417 metric tons. This represents 77.3 percent of estimated total U.S. consumption of 10,197,000 metric tons. Included among the dailies are some foreign language, special services, and college publications.

To convert metric tons to short tons, multiply by 1.1023.

RESEARCH FOR NEWSPAPERS

"Classified Advertising: Its Audience and Its Consequences"*

This study focuses on four basic areas of classified advertising: automotive, employment, real estate and general merchandise. The study also deals with home deliveries versus newsstand and vending machine sales, readership of Sunday classified sections, and classified advertising in other sections of the newspaper, such as sports or business-financial.

Initial findings showed that among U.S. adults who read a newspaper on an "average day":

- 24 out of 100 look at employment classified—a 60% increase over a 1971 figure of 15 out of 100.
- 23 out of 100 look at real estate classified—a 15% increase.
- 20 out of 100 look at automotive—another big jump of 67%.
- 28 out of 100 look at general merchandise classifieds—a 40% increase over 1971.
- 10 out of 100 look at recreational or sports equipment classified, and the same number look at classified ads for household services or other services.

On an average day also:

- 7% of adults (11 million people) are "actively looking" for a new job.
- 6% (9 million) are "actively looking" for a car.
- 5% (7.5 million) are seeking to rent a house or apartment.
- 5% (7.5 million) are looking for homes to buy.

Reader attitudes toward classified advertising rated high:

"A good place to advertise things you want to sell"	79%
"Makes it easy to find what you want"	76%
"Helpful"	71%
"A good way to look for a house or apartment"	72%
"A good way to look for a job"	55%
"Helps you save money"	43%

*A 1979-80 survey by Response Analysis Corporation, financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

The automotive study led to a step-by-step marketing program designed by NAB to show newspapers how they could sell automotive dealerships and dealer associations on using more classified advertising.

The program enabled newspapers to provide prospects with facts and figures on "hot," "warm" and "cold" prospects, with advice on how each might be approached. It cited exemplary classified auto ads that have worked for others, and it summed up by advising dealers to:

- Be in classified as frequently as possible to attract the attention of all three types of prospects.
- Follow the essentials and use an ad strategy that will interest each type of prospect, remembering that in numbers the warm and cold prospects will also deliver the calls to your showrooms.
- Work closely with your classified rep to produce professional ads that will generate those follow-ups and sales.
- Let your newspaper go the distance for you.

As of this printing, the overall study is still in progress.

"How the Public Gets Its News"*

The most comprehensive of its kind ever made, the study is being used as a guideline by hundreds of newspapers conducting localized research to improve readership.

Here are a few of the scores of findings:

1. Most people want more news in the paper rather than less news and more entertainment.

2. To build circulation, newspapers must focus on the occasional and infrequent readers rather than non-readers.

3. TV newscasts and newspapers are probably not in competition. Newscast viewers and newspaper readers are frequently the same people.

4. Infrequent readers are often poor, young, single, rural, and black.

The study produced fifteen detailed spinoff studies covering such subjects as readership, content, advertising, home delivery and patterns of exposure to the news in the mass media.

The titles are:

- News Sources and Interests of Blacks and Whites
- The Personal Newspaper: Public Ratings of 34 Newspaper Subject Areas
- Young Adults and the Newspaper
- Young Adults and the Newspaper: A Supplemental Analysis
- Influence of Childhood Exposure to Newspapers on Adult Habits
- Seven Days in March: Major News Stories in the Press and on TV
- Two Dimensions of News: Interest and Importance Ratings of the Editorial Content of the American Press
- Readership and Coverage of Science and Technology in Newspapers
- Adult Readership of Weekly Newspapers and Shoppers
- The Home Delivery Population: Characteristics and Readership Patterns
- It's News to Me: Personal Reactions to the News
- The Newspaper Advertising Audience: Public Interest in Advertising and Shopping Behavior
- The Daily Diet of News: Patterns of Exposure to News in the Mass Media
- Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers and Nonreaders
- Technical Appendix: Sampling and Questionnaires

*A 1978 survey by Audits & Surveys, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Shoppers on the Move"*

Based on nearly 18,000 interviews in five leading markets across the country, this study charted shoppers' travel patterns. It was designed to aid retailers in planning media strategy for advertising and promotion. The research determined who the shoppers are, how far they drive, and how much they have to spend.

Shopping is a pleasure: Most women shop once a week for general merchandise items; more often than going to church, to a movie, or out to dinner.

Shoppers love to travel: Nearly nine out of 10

shopping visits in all markets were made by car —even half of downtown shopping is by car. Only 33 percent shop mostly in neighborhoods, while 67 percent either range far and wide or divide their shopping equally between nearby and more distant stores.

High income shoppers travel farther: Among families with $15,000 or more a year, 52 percent of shopping visits are more than five miles from home. For incomes under $10,000, the figure drops to 36 percent.

Under-35s travel farther: Shoppers 18 to 34 years old go five miles or more from home in 49 percent of their shopping visits; in the 35-to-64 age group the figure is 43 percent. These are prime customers.

Shoppers don't plan in advance: 53 percent say they are in the shopping area because of some immediate need, so day-in, day-out advertising coverage is vital.

The market is thin: Even for a very popular item such as personal hosiery, less than 2 percent of all women are in the market on a given day.

Food shopping: This is the most frequent kind of retail shopping. Out of all store visits for all purposes, 41 percent are to supermarkets or food stores. Seven out of ten women make at least one major trip per week, and regular newspaper readers make more major shopping trips than nonreaders do. About half of all women patronize two or more stores over a four-week period. In addition, women do not confine their major food and grocery buying trips to a single shopping area: in the course of four weeks, 24 percent of the shoppers went to two areas for the major food trip, and 8 percent went to three or more.

Movie-going: Overall, 28 percent report attending one or more movies in the last month. Moviegoing is most common among the young and the well educated. Nearly two-thirds (64 percent) of all movie-goers attended theaters only outside their own neighborhoods.

Dining out: In the course of a month, 69 percent of the women in this five-city study had at least one evening meal in a restaurant. About half of these dined out three times or more. Over half (55 percent) of those eating out did not patronize restaurants in their own neighborhood, but

neighborhood dining is more common in bigger cities than in smaller cities.

How newspaper works: 77 percent of the men and 81 percent of the women said newspapers are "the best kind of store advertising." Three out of four shoppers in the store today read a newspaper yesterday.

*A 1975 survey by Response Analysis Corp., Princeton, N.J., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Psychographics of the Newspaper Audience"*

Previous research has established that no matter whether one defines the market for a product in terms of age, income, education, etc., the newspaper has the broadest coverage. Now this is demonstrated as well in terms of psychographics, a measurement system widely used by ad agencies and national advertisers.

Intensive interviews were conducted with a national sample of 4,000 men and women. The sample was found to divide into 16 psychographic groups, or target audiences, those in each group having similar personalities, life styles, and personal values.

This gives creative guidance for advertisers—how to advertise various product lines so as to appeal to a given group. The study also shows that through newspapers the advertiser can reach these groups more completely than through specialized media—more beauty-aid buyers than women's magazines, more sports car buyers than sports magazines, etc.

*A 1973 survey by Behavioral Analysis, Inc., and Commercial Analysts, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"What Can One Newspaper Ad Do?"*

One of the largest field experiments ever undertaken to measure advertising effects, this study involved over 2,400 interviews in six typical markets. Actual ads of actual products were used as a test base. Chief findings:

1. One national ad in a newspaper has immediate effect on sales of the advertised brand and attitudes toward it.

2. An ad singles out and communicates best to those most likely to be customers.

3. Newspaper advertising is highly efficient in any comparison with television.

More specifically, on the first point: An ad for a particular brand boosts sales for the whole commodity category by 15 percent; increases sales of the advertised brand by 16 percent; increases the brand's share of the market by 10 percent; increases the proportion of those who would pick the brand "next time I buy" by four percent.

*A 1969 survey by Opinion Research Corp. financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"When People Want to Know . . . Where Do They Go to Find Out?"*

Samples of news, editorial and advertising material—some 240 items in all—were culled from the four major media (newspapers, magazines, television and radio). Each item was condensed to a one- or two-sentence description on a flash card. The medium in which it appeared was not identified. Respondents were asked: "Which medium would you turn to to find out more about this subject?" Newspapers were the favored source for three out of five news and editorial items and three out of five advertising items.

*A 1967 survey by Opinion Research Corporation financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"The Retail Customer: How, When and Where She Shops and Spends"*

This major study charted the dynamics of the retail market from interviews with 10,382 women twice in successive weeks in five cities of varying sizes across the country. Data included buying behavior with respect to 145 kinds of commodities.

1. America's huge volume of retail sales is generated from relatively small percentages of women planning, shopping, and spending in any week.

Only seven out of 100 women interviewed in Week I said they planned to buy a dress soon. Only five out of a hundred shopped for a dress. Only three out of a hundred bought. This means retailers must reach 3,330 women to find those who will buy every 100 dresses sold in a week in all stores in town.

The same principle faces all retailers. In major appliances, only six out of 1,000 women bought in a sample week. Therefore, 16,700 women must be reached to sell every 100 major appliances sold in all stores in town in a week.

2. Priority of items on a customer's "plan-to-buy" list changes constantly. Thus, the retail market changes daily.

Top-of-the-mind readiness to buy ("I plan to buy it soon") accounts for only 26 percent of the general merchandise items that are bought during the shopping week. Three out of four of the 28,474 purchased items were not mentioned as "plan-to-buy-soon" items just one week earlier.

3. The effect of increased newspaper advertising was measured store by store and customer by customer in five categories of merchandise.

Stores which increased their newspaper linage at least 10 percent from Week I to Week II developed a 12 percent greater rate of follow-through from plans to store visits than stores with no linage increase.

*A 1966 survey by Opinion Research Corp., supervised by Newspaper Advertising Bureau, financed by the newsprint companies of the Newsprint Information Committee.

Prospects See Twice as Many National Ads as Non-Prospects*

- Newspapers are read systematically. 82% of the pages carrying national advertising of 100 lines or larger are opened and scanned by the average reader.
- The mass exposure opportunity represented by this 82% page opening is remarkably consistent for men and women of all ages, income, education, and geographical location.

- Because of this high page opening, and allowing for varying ad size, there is no real difference between one product category and another in the likelihood that the reader will open the page carrying the ad, stop, and read something on that part of the page where the ad appears.
- Each reader searches through the newspaper for information that is relevant, interesting, and meaningful to him.
- Real prospects for a product, those who buy a product often and find its use pleasant and interesting, are twice as likely as non-prospects to report seeing and looking for ads.

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits and Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

How Editorial Environment Affects Page-Opening, Reading*

Ad Location	Page-Opening		Reading	
Percent of all National advertising which appears in each section	Percent of all readers who open average page		Percent of page openers who read one or more items	
Section	Men	Women	Men	Women
General News 51%	82%	88%	64%	63%
Sports 18	85	69	60	38
Food, fashion 8	73	88	42	70
Business, finance 4	77	68	54	42
Radio, TV 3	83	80	68	65
Society 2	81	94	43	68
Amusements 2	84	90	62	52
All other 13	80	85	52	60

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits & Surveys, Inc., for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

"Repetition in Newspapers"*

Results of an intricate field experiment showed that the more an advertising message is repeated, the more slowly it will fade from the consumer's memory once the campaign has ended. Sometimes this sustained effect will continue long after the ads have stopped appearing.

*A 1963 survey designed, analyzed and tabulated by the Harvard Business School, financed by the Canadian newsprint companies making up the Newsprint Information Committee, and supervised by the Newspaper Advertising Bureau.

"The Daily Newspaper and Its Reading Public"*

This survey revealed that 83 percent of the public have talked about stories they saw first in a newspaper; 53 percent within the past three months had saved an item of some sort from a newspaper; and 28 percent had clipped an advertisement, with more than half of them later buying the advertised product.

*A 1961 survey by Audits and Surveys, Inc., financed by the Canadian newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

HOW U.S. MEDIA SHARED ADVERTISING EXPENDITURES

Source: McCann-Erickson, Inc.
($000,000)

	1979*	1978	1960
Newspapers ...	$14,493	$12,707	$3,703
Magazines	2,930	2,597	941
Television	10,195	8,979	1,605
Radio	3,385	3,052	668
Others	18,717	16,635	5,015
TOTAL	$49,720	$43,970	$11,932

*With the exception of newspaper expenditures, all figures are preliminary.
All production costs included.

U.S. TREASURY DEPT., CUSTOMS SERVICE TARIFF CLASSIFICATION STANDARD NEWSPRINT PAPER

(Ed. Note: Following is the U.S. Customs Service's description of duty-free standard newsprint, published as Treasury Decision 56349 dated Jan. 22, 1965 and incorporating T.D. 68-265 (20) dated Nov. 6, 1968.)

The test for determining whether a paper is classifiable as standard newsprint paper under Item 252.65 is whether at the time of its importation the paper is of that class or kind chiefly used in the United States in the printing of newspapers.

Chief use is determinable by the use in the United States at, or immediately prior to, the date of importation, in accordance with General Interpretive Rule 10(e)(i) of the General Headnotes and Rules of Interpretation of the Tariff Schedules of the United States, which provides:

> 10(e) In the absence of special language or context which otherwise requires—
>
> (i) a tariff classification controlled by use (other than actual use) is to be determined in accordance with the use in the United States at, or immediately prior to, the date of importation, of articles of that class or kind to which the imported articles belong, and the controlling use is the chief use, i.e., the use which exceeds all other uses (if any) combined;

The Bureau is presently of the opinion that most papers which conform substantially to the following descriptive specifications:

> **Weight:** 500 sheets each 24 by 36 inches not less than 28½ pounds nor more than 35 pounds. **Size:** rolls not less than 13 inches wide and 28 inches in diameter. Sheets not less than 20 by 30 inches. **Thickness:** not over .0042 inch. **Sizing:** time of transudation of water shall be not more than 10 seconds by the ground glass method. **Ash Content:** not more than 6.5 percent. **Color and Finish:** white; or tinted shades of pink, peach or green in rolls; not more than 50 percent gloss when tested with the Ingersoll glarimeter

are of that class or kind of papers chiefly used in the printing of newspapers in the United States and are, accordingly, classifiable as standard newsprint paper under Item 252.65, Tariff Schedules of the United States, so long as the existing conditions of chief use prevail.

PAGES IN A ROLL

Newsprint is now being delivered in both English units and metric units. Using the English system, the number of newspaper pages (one side) in a newsprint roll may be estimated with the following formula:

$$\text{Number of pages} = 432{,}000 \times \frac{A}{(B)\ (C)\ (D)}$$

Where A = Weight of roll in pounds
B = Width of page in inches
C = Length (cutoff) of page in inches
D = Basis weight in pounds (weight of 500 sheets 24 x 36 inches)

If newsprint specifications are in metric units and the page width and length are measured in inches, the following formula is useful:

$$\text{Number of pages} = 1{,}550{,}000 \times \frac{A'}{(B)\ (C)\ (D')}$$

Where A′ = Weight of roll in kilograms
B = Width of page in inches
C = Length (cutoff) of page in inches
D′ = Grammage (weight in grams of one sheet measuring one square meter)

When all measurements are in metric terms, the following formula applies:

$$\text{Number of pages} = 10{,}000{,}000 \times \frac{A'}{(B')\ (C')\ (D')}$$

Where A′ = Weight of roll in kilograms
B′ = Width of page in centimeters
C′ = Length (cutoff) of page in centimeters
D′ = Grammage (weight in grams of one sheet measuring one square meter)

Source: ANPA/RI

SUMMARY OF CONVERSION FACTORS

Inches to centimeters	multiply by	2.54
Pounds to kilograms	divide by	2.2046
Short tons to metric tons	divide by	1.1023
Basis weight to grammage	multiply by	1.627
Centimeters to inches	divide by	2.54
Kilograms to pounds	multiply by	2.2046
Metric tons to short tons	multiply by	1.1023
Grammage to basis weight	divide by	1.627

TYPICAL NEWSPRINT ROLL DIAMETERS, METRIC

Inches	Centimeters	Inches	Centimeters
45	114.3	39	99.1
42	106.7	38	96.5
40	101.6	36	91.4

TYPICAL NEWSPRINT ROLL WIDTHS, METRIC

Inches	Centimeters	Inches	Centimeters
60	152.4	34	86.4
59	149.9	32	81.3
58	147.3	31	78.7
56	142.2	30	76.2
55	139.7	29	73.7
		28	71.1

TYPICAL BASIS WEIGHTS, GRAMMAGE

Basis Weight Lbs./Ream	Grammage g/m²	Basis Weight Lbs./Ream	Grammage g/m²
24	39.05	30	48.82
25	40.68	31	50.45
26	42.31	32	52.08
27	43.94	33	53.70
28	45.57	34	55.33
29	47.19	35	56.96

ASSOCIATION MEETINGS

American Newspaper Publishers Association, May 4-6, 1981, Hyatt Regency, Chicago.

California Newspaper Publishers Association, Feb. 12-15, 1981, Doubletree Inn, Monterrey, Calif.

Canadian Daily Newspaper Publishers Association, Oct. 7-8, 1981, Four Seasons Hotel, Montreal.

Inland Daily Press Association, Oct. 18-22, 1980, Drake Hotel, Chicago; March 1-3, 1981, Del Coronado Hotel, San Diego; Oct. 18-21, 1981, Drake Hotel, Chicago.

Institute of Newspaper Controllers and Finance Officers, Oct. 26-29, 1980, Galt House, Louisville; May 17-20, 1981, Hyatt, Lake Tahoe, Calif.; Oct. 18-21, 1981, Fairmont, Philadelphia.

International Newspaper Advertising Executives, Jan. 25-28, 1981, Diplomat, Hollywood, Fla.; July 19-22, 1981, Sheraton Center, Toronto.

National Newspaper Association, Oct. 1-5, 1980, Stouffer's Riverfront Towers, St. Louis; Sept. 31-Oct. 3, 1981, Sheraton, Boston.

Southern Newspaper Publishers Association, Sept. 28-Oct. 1, 1980, Broadmoor, Colorado Springs; Oct. 25-28, 1981, Greenbrier, White Sulphur Springs, W. Va.

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